



Missouri Travel Barometer
August 2014 Report
(Data available as of 9/15/14)

The Missouri Division of Tourism research team analyzes a range of tourism research metrics in order to provide the Missouri travel industry with a monthly *Missouri Travel Barometer*. The main goal of this report is to answer the question, "How is tourism doing statewide?" Updated monthly, the barometer shows key travel indicators that - at a glance - illustrate various measurements that affect Missouri's tourism industry and are indicators of its health.

August Report Highlights

Lodging Statistics: 2014 Calendar Year to Date through July

According to Smith Travel Research, Missouri's statewide lodging demand, occupancy and revenue have shown positive growth compared to the same time period last year. When compared to our surrounding, competitive states, Missouri has shown strong growth in Occupancy, ADR, and RevPAR while other states are showing strong growth in Demand.

Missouri Lodging:

Demand up 5.2% -- Occupancy up 5.6% -- ADR up 5.1% -- RevPAR up 11.0%

SIC Tourism business sales and tax collections: 2014 Calendar Year to Date through June

- For FY14, a 4.4% (\$489.4 million) sales revenue increase is indicated by preliminary tourism 17 SIC codes reports.
- In CY14, a 4.0% increase (\$219 million) is indicated from preliminary reports on 17 SICs for January through June.

Website Visits: 2014 Calendar Year to Date through August

- Total web visits (main site and mobile visits) were up 25.9% for August CYTD compared to the same period in 2013
- Total web visits (main site and mobile visits) were up 28.5% for August 2014 compared to August 2013.

Responses to MDT advertising (requests for travel guide via phone, website, email, etc. or sign up for a newsletter that is emailed based on travel interests): 2014 Calendar Year to Date through August

- 82,392 for 2014 CYTD – an decrease of 39.2% due to an one time addition of 61K Conservationist leads in April 2013
- For the month of August only compared to last August, there was a 27% decrease

Welcome Center visits: 2014 Calendar Year to date through August

- On direct comparison for CY 2014 the centers are down 6.8% for August CYTD compared to the same period in 2013.
- With the new Conway centers added for 2014 only, centers are up 14.9% (Conway counts N/A for 2013).

Commercial airport deplanements: 2014 Calendar Year to Date

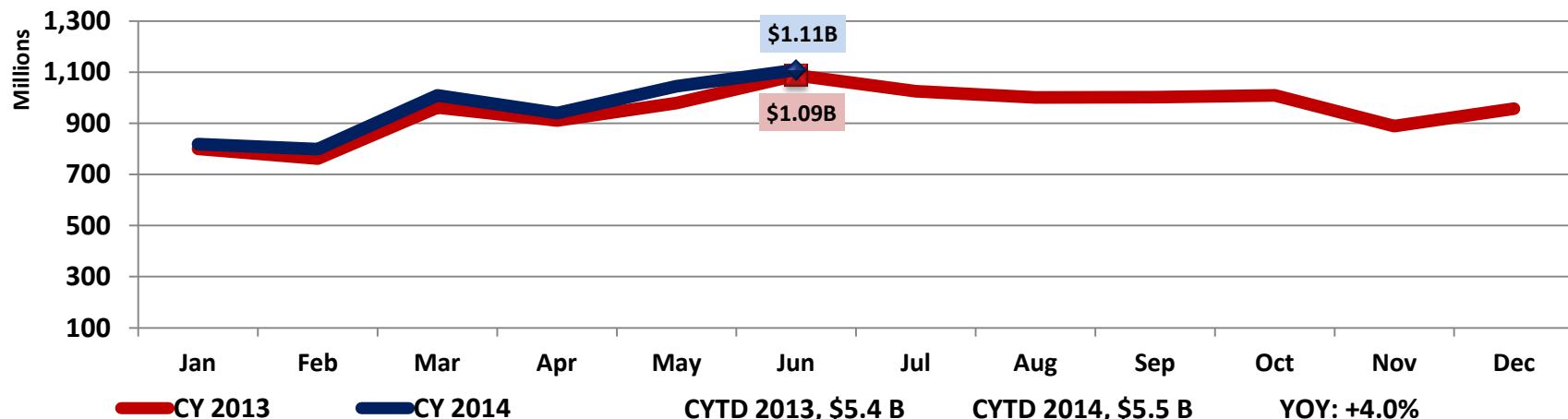
- KC up 2.9% for Jan-July 2014 CYTD
- Columbia and Springfield both up over 10% for Jan-July CYTD
- All airports combined down 0.6% for Jan-June CYTD

nSight-Searches and Bookings on third-party travel websites

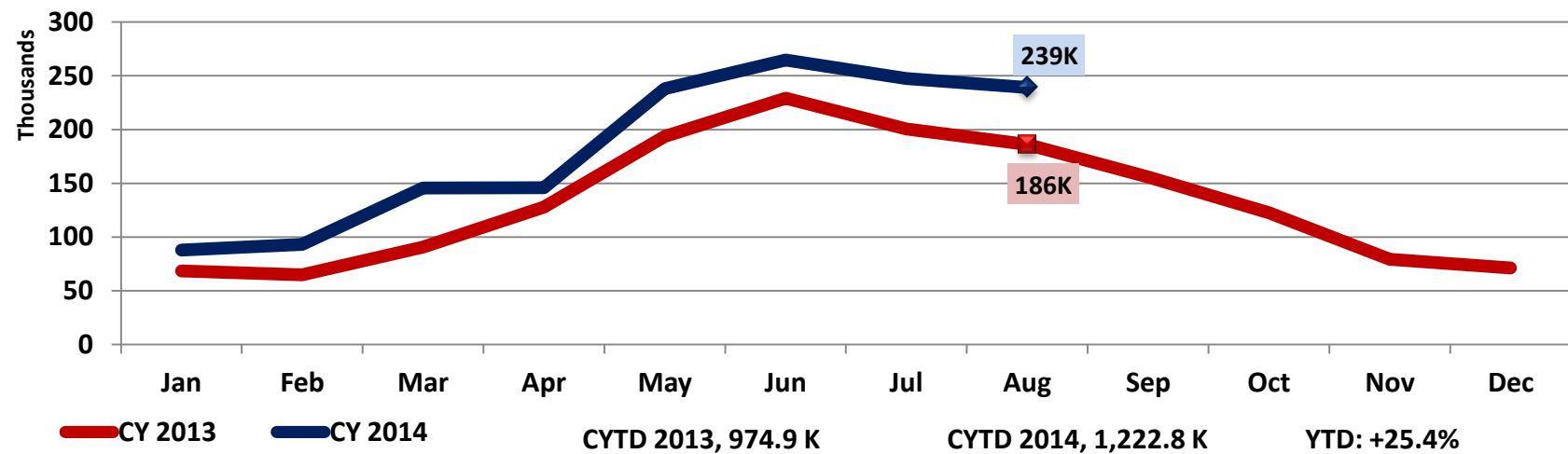
- Demand for travel to Missouri across third-party sites was down 15.23% in August (MOM)
- **Top Converting (Booking) Markets** are New York, St. Louis, Los Angeles, Kansas City, and Chicago
- The Southeast region is generating the majority of interest for Missouri and its competitor markets in August with 28% of looks and books

Sources: MO Dept of Revenue, Google Analytics, MDT databases, Federal Bureau of Transportation, STR, Inc., and nSight

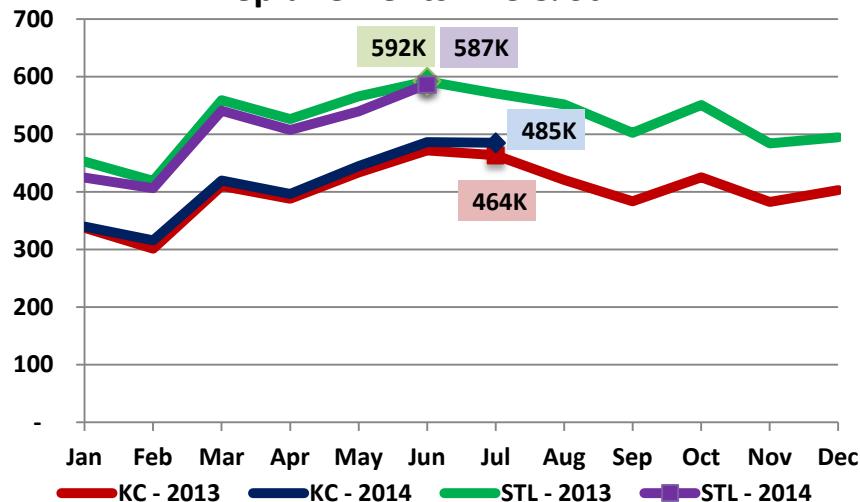
Sales Revenue from 17 Tourism SICs



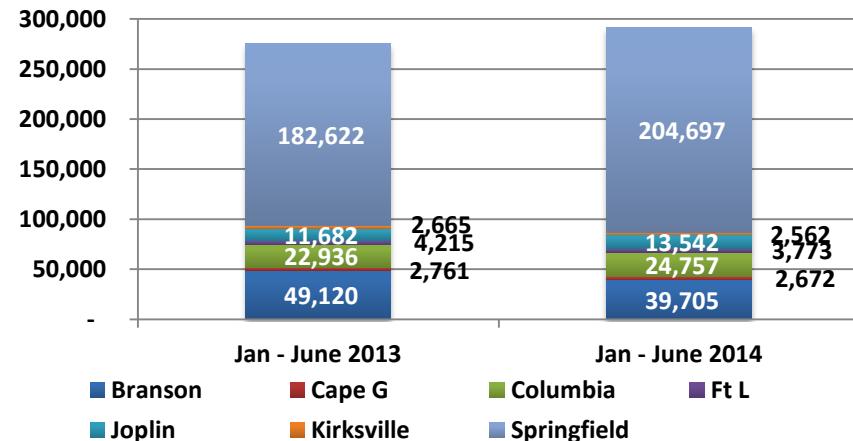
Total Web Visits



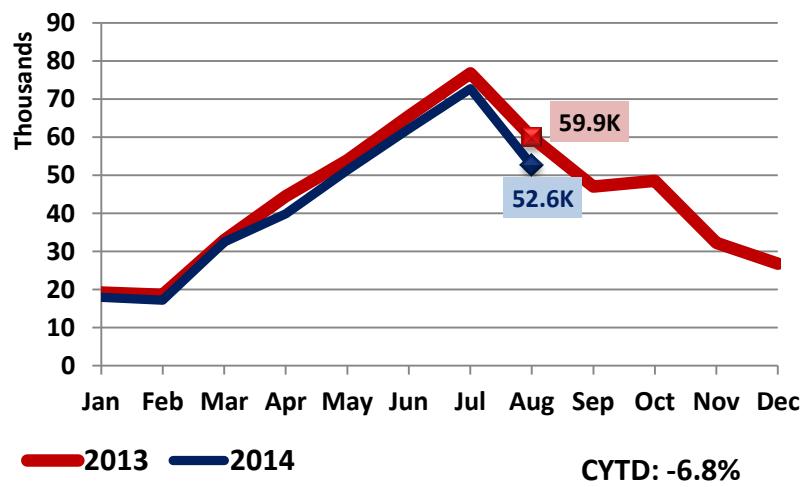
Deplanements - KC & StL



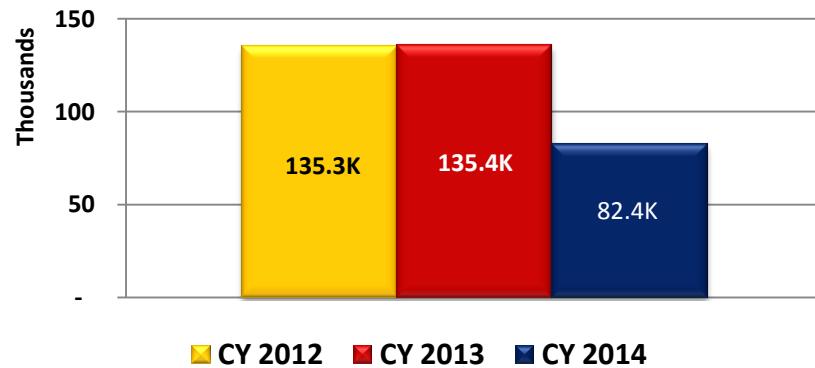
All Other Airport Deplanements January - June



Welcome Center Visitors



CYTD Responses thru August



Responses are requests for information including calls, web orders, RSL, mail, & lead generation programs.